

Table 1
Comparison of Survey Results 2002/03 vs. 1999/00

		2002/03	1999/00
Visitor Origin			
	Utah Resident	44%	48%
	Out-of-State USA	53%	49%
	International	3%	3%
Days Skiing/Snowboarding This Trip			
	Median	4.0	4.0
	Mean	4.6	5.6
Nights Stayed in Utah			
	Median	5.0	5.0
	Mean	5.5	7.5
Type of Accommodations			
	Own my accommodations	5%	6%
	Staying with friends/ family	19%	22%
	Using a friends condo but not with friends	3%	1%
	Timeshare	7%	3%
	Renting a hotel/ motel room or suite	44%	47%
	Renting a condo/ house	20%	18%
	Bed and Breakfast	1%	1%
	RV	—	na
	Other	1%	2%
Average Nightly Room Rate			
	Mean	\$214	\$177
	Median	\$150	\$100
Used a Package Deal			
		13%	15%
Average Package Price			
	Mean	\$742	\$567
	Median	\$600	\$500
Month Booked Reservations			
<i>(excluding those without reservations)</i>			
	July 2002 or before	10%	12%
	August	6%	7%
	September	9%	11%
	October	11%	13%
	November	13%	15%
	December	12%	14%
	January 2003	11%	13%
	February	7%	8%
	March	3%	4%
	April	2%	2%

Table 1 (continued)
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	2002/03	1999/00
Primary Method of Travel to Utah From Home		
Airline	81%	78%
Private aircraft	1%	0.3%
Bus	1%	2%
Private vehicle	16%	21%
Rental vehicle	1%	na
Other	—	na
(If Airline) Which Airline		
Aero Mexico	1%	na
America West	3%	3%
American	10%	7%
Continental	4%	3%
Delta	49%	53%
Frontier	1%	na
Jet Blue	3%	na
Northwest	5%	4%
Southwest	13%	15%
United	11%	12%
Other	1%	3%
Roundtrip Airfare		
Mean	\$316	\$304
Median	\$260	\$240
Previous Visits to Utah		
First-time Visitors	33%	33%
Previous Visitors	67%	67%
Ratings of Experience (using a scale of 1 to 5 where 1 is "poor" and 5 is "excellent"; Excluding Utah Residents)		
Quality Of Snow	3.8	4.0
Overall Price/ Value	3.8	3.9
Overall Level Of Service	4.1	4.1
Things For Kids/ Families To Do	3.6	3.3
Ability To Get A Drink	3.5	3.1
Overall Atmosphere/ Ambiance Of Resort Or Town/ Village	4.0	3.9
Overall Vacation Experience	4.4	4.4
Low-Cost Airfare	3.7	3.7
Ease Of Getting From Airport To Ski Resort/ Lodging	4.1	4.2
Quality Of Lodging Accommodations	4.2	4.0
Quality Of Skiing/ Snowboarding Experience	4.0	na
Level Of Crowding	4.1	na
Convenience/ Ease Of Getting To Utah	4.2	na
Availability Of Direct Flights	3.8	na

Table 1 (continued)
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	2002/03	1999/00
Internet (<i>Excludes Utah Residents</i>)		
Use the Internet as an Information Source This trip	69%	67%
Use the Internet to Book Any Part of Trip	46%	25%
Median Lift Ticket Price	\$40	\$35
Gender		
Male	66%	72%
Female	34%	28%
Equipment Type		
Alpine Skis	71%	75%
Telemark	3%	3%
Snowboard	26%	22%
Ability Level		
First-time/Beginner	7%	9%
High/Low Intermediate	50%	52%
Advanced/Expert	43%	39%
Median Household Income—Non-Residents Only (Out-of-State & International)	\$111,000	\$93,000
Median Household Income—Utah Residents Only	\$64,000	\$40,000
Overall Median Household Income (Resident + Non-Resident)	\$88,000	\$62,000
Overall Income Distribution		
\$0 - \$24,999	15%	25%
\$25,000 - \$49,999	14%	18%
\$50,000 - \$74,000	14%	13%
\$75,000 - \$99,999	14%	11%
\$100,000 - \$124,999	11%	10%
\$125,000 - \$149,999	7%	6%
\$150,000 - \$174,999	5%	3%
\$175,000 - \$199,999	4%	3%
\$200,000 - \$249,999	5%	3%
\$250,000 - \$299,999	3%	2%
\$300,000 or more	9%	5%
Economic Impact*	\$704,000,000	\$740,000,000

*See explanation of economic impact calculations on pages 53-58.

*Explanation of economic impact calculations from RRC Associates (RRC conducted the 2002/03 Study):

“It should be noted that the prior 1999/2000 study [conducted by Wikstrom Economic and Planning Consultants], as well as those proceeding, used a different method of calculating economic impact of ski/snowboard spending in Utah. Specifically, in the 1999/2000 study, the methodology that was used incorporated a factor of “two persons

per room” and “two persons per rental car” in calculating per capita expenditures for lodging and rental car use. The methodology RRC employed included using a factor of 3.9 people per room for commercial lodging properties based on results from the survey data. We also used a factor of 3.3 people per rental car, again, based upon the survey data. If we used, instead, a factor of “two” in both of those instances rather than the numbers obtained through the survey data, the model would have generated a total impact of approximately \$861 million (including \$696 million in spending by out-of-state/international residents, and \$165 million in spending by in-state Utah residents).

It is our opinion that the methodology employed by RRC as part of this analysis is a more accurate and realistic, albeit, more conservative estimate of direct economic impact of winter sports on the state economy. As such, the estimate of \$704 million total spending does not reflect a decline from the 1999/2000 levels. Rather, it is more a function of the methodology employed in identifying an accurate per person estimate of lodging and rental car expenditures.”